

botify

CASE STUDY



**How Botify Helped Taloon.com
Protect & Grow Their Organic
Traffic & Revenue Through a
*Successful E-Commerce Site Migration***

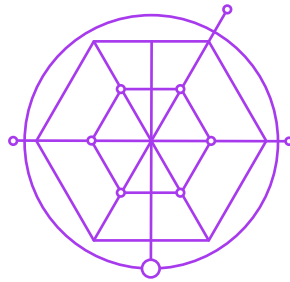
The Client



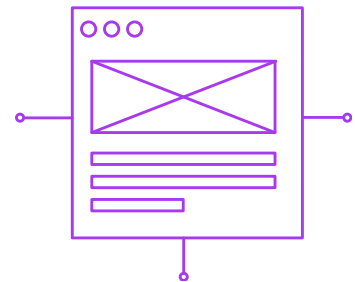
Finland-based home improvement retailer Taloon.com features an expansive, constantly changing inventory of products for builders, renovators, and decorators.



Industry
Retail / E-Commerce



One of their largest marketing channels?
SEO / Organic Search



Website Size
500k product URLs pre-migration

The Challenge

Taloon.com had nearly 500,000 product URLs and 16 years of website growth under their belt when, in 2019, they decided to move to a new e-commerce platform.

They knew moving that many pages to a new platform was risky, and any complication could lead to critical business issues.

With years of growth at stake, they needed to make sure that migrating their site didn't have an adverse effect on their organic traffic and revenue.

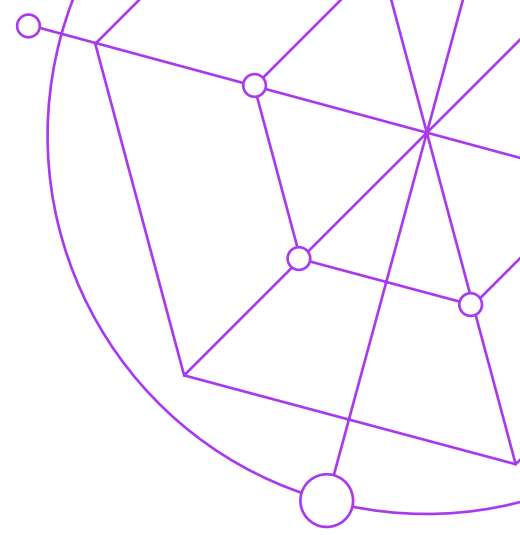
“This migration represented a big business risk for us. We had seen so many migrations go really wrong, so one of our biggest fears was losing a lot of visibility.”

Juha Saarinen
Head of Traffic and Analytics,
Bygghemma (taloon.com)



The Solution

Taloon.com decided to use Botify to prepare for and monitor their e-commerce site migration.



Preparing for the migration

Their first priority was to run an analysis of the entire site to give them a complete picture of every page within their site structure. The goal here was to understand what was working well that they needed to protect and what they needed to improve.

This analysis showed them three key areas for improvement:

- 1** 90% of their pages were not search engine compliant, which could prevent the actual important URLs from being visible in search engines.
- 2** They were wasting crawl budget on unnecessary URLs. In other words, search engines were spending time on duplicate pages while missing other, more important pages.
- 3** Certain strategic pages were hidden deep on the site, making them less accessible to search engines and customers alike.

The Solution

Additionally, Taloon.com's team used Botify to map out and test 301 redirects, a key step that you need to get right if you want to preserve your organic traffic during a migration.

With a clear understanding of what they needed to execute, the team at Taloon.com was able to move forward confidently with a completely new site structure that would provide search engines and visitors better access to Taloon's top revenue-generating pages.

Monitoring performance post-migration

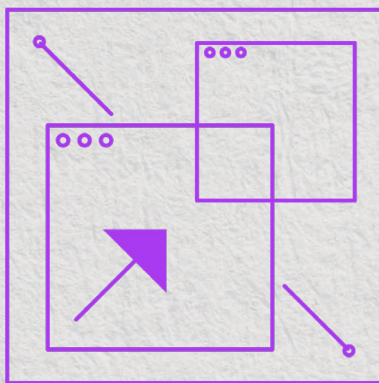
Once the migration was complete, Taloon conducted audits with Botify to evaluate the impact on the site's principal KPIs, both immediately and months after the new site went live.

“The day we went live we immediately went to Botify to monitor the transition. Even in the 2-3 months after the migration, we used Botify heavily to identify any errors we could find and optimize the new structure even further.”

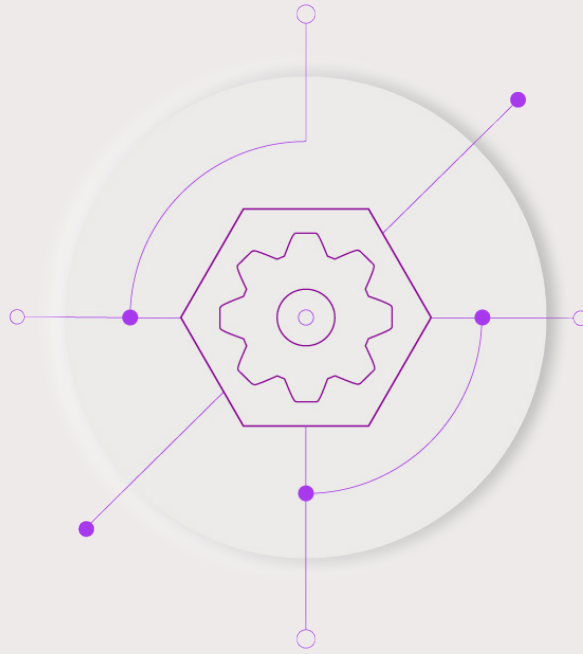
The Result

With the help of Botify, Taloon.com was able to migrate their site smoothly and without issue, allowing them to experience a seamless transfer of organic search traffic.

Not only that, but they were also able to grow their traffic despite cutting their total number of pages from 500k to 100k. The remaining pages are now 99.9% compliant (up from the 10% they were at previously) and 100% accessible to Google.



“We’re really happy that this large scale migration where every single URL changed was done seamlessly and without issue. Because we used Botify, we now have a really solid foundation on which to build new content and achieve even more visibility.”



Need to migrate your site without hurting your organic traffic and revenue?

Botify has you covered!

Botify makes it easy to save time, identify never-before-seen opportunities, and drive results

— **no matter how large your site!**

[Request a Demo](#)

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